

LEO BURNETT U.S.A.,

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Ad No. 4564—DARREL RED CORRAL—All Reg. No. 64681—1/2 Page—Black (9 1/2 x 5 1/2 in.)—4 (c)—World Series Score Black, 1979 (A)

Printed in U.S.A.

A man in a red shirt and a wide-brimmed hat is shown in profile, looking down at a cigarette he is holding. In the foreground, the head of a brown horse is visible, also looking down at the cigarette. A pack of Marlboro cigarettes is positioned between the man and the horse. The word "Marlboro" is written in large, white, serif font across the center of the image. In the bottom right corner, there is a warning box with the text: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health." Below the warning box, it says "17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report May '78".

Marlboro

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